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## An Analysis of Iranian University Library Websites from Standpoint Five Effective Factors on Google SEO : Iranian University Library Websites and Google SEO(Conference Paper)

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### Abstract

The main purpose of this study was, analysis of library websites of Iranian governmental universities affiliated with the ministry of science from Standpoint, five effective factors on Google Search Engine Optimization (SEO). First, the five factors that impact Google SEO, by the Google Help Center and some previously published articles, Identified. Then 42 library websites of governmental universities affiliated with the ministry of science exception for Payam Noor and Farhangian located in Tehran and other metropolitan cities of Iran with descriptive survey methods were comparison analyses. Data collection tools were analytical databases W3C, Similarweb, Ahrefs. The data analysis tool was "LibreOfficeCalc"software. All stages of the evaluation of library websites from standpoints, SEO factors, approved by eight Google SEO experts. In the four factors impacting Google SEO, the top 11 websites of the research community (42 websites) were identified. Also, Just, 33% of the research community, used "Digital Security Certificate"or HTTPS Protocol for their university library websites (fifth effective factor). It's worthy, the university library managers in Iran, have high pay attention to improve Google SEO and effective factors on this. Previous studies have noted the role of search engine optimization in libraries or academic libraries, but accurate measurement of five effective factors on Google SEO, in Iranian university library websites, is the innovation of this study. © 2021 IEEE.

### Author keywords

[Factors](#) [Google](#) [Search Engine Optimization](#) [SEO](#) [University Libraries](#) [Web Visibility](#)

### Indexed keywords

Engineering controlled terms: [Digital libraries](#) [HTTP](#) [Libraries](#) [Search engines](#) [Websites](#)Engineering uncontrolled terms: [Accurate measurement](#) [Data collection tools](#) [Descriptive survey method](#) [Google search engine](#) [Metropolitan cities](#) [Research communities](#) [Search engine optimizations](#) [University libraries](#)Engineering main heading: [Factor analysis](#)

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